

USDA'S REPORT TO CONSUMERS

UNITED STATES DEPARTMENT OF AGRICULTURE · OFFICE OF INFORMATION · WASHINGTON, D.C. 20250

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WHAT'S NEW?

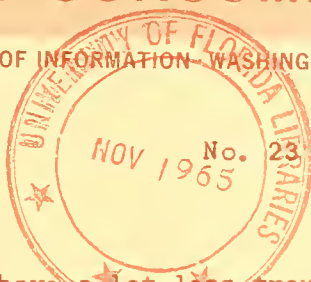
Vegetables in Family Meals. You'll have a lot less trouble getting Junior to eat his vegetables -- if you follow the tips offered in this new publication of the U.S. Department of Agriculture. The booklet, just off the press, tells you what herbs and spices to use with what vegetables. It suggests special sauces, casseroles, mix-and-match combinations. Included are 27 basic recipes -- and the number of calories you'll get in each serving. There also are easy-to-follow directions for boiling, scalloping, pressure-cooking, baking, frying, pan-frying and glazing vegetables. To get a free copy of "Vegetables in Family Meals," HG-105, send a postcard with your request to the Office of Information, U.S. Department of Agriculture, Washington, D.C., 20250.

The Many Changes in Food Marketing. The marketing of farm foods is a multi-billion dollar industry -- one that's growing and changing rapidly. Anyone who shops for food is aware of this, though he may not know the where's and why's behind it. A new booklet issued by the U.S. Department of Agriculture shows the changes that have taken place in the food industry over the past 15-20 years -- in processing, wholesaling, retailing; in production, consumption and costs. The text is easily understandable; the charts quick to comprehend. For a free copy of "Agricultural Marketing, Vital Link Between Farmer and Consumer," send a postcard with your name and address to the Office of Information, U.S. Department of Agriculture, Washington, D.C., 20250.

SHOPPING TIPS

Turkey Time. Appropriately enough, turkey tops the U.S. Department of Agriculture's Plentiful Foods List for November. Look for lots of big birds at big savings to you, the consumer. Look, too, for plentiful supplies of apples, potatoes, onions, cabbages, prunes, split peas, rice and orange juice. And if you live in the Southeast or Southwest--sweetpotatoes.

Guarantees. A guarantee is only as good as the person who makes it. How reliable is he? Does it cover the entire product or just certain parts? What will be done if the goods aren't as represented? Ask these questions before you decide to buy a product simply "because it's guaranteed."



BEAUTIFICATION

Pearless Pear Trees. There's a new kind of pear tree that's ideal for planting along city streets. The tree, found in China and adapted for planting in this country by U.S. Department of Agriculture scientists, has a good shape and is disease resistant. In the spring, it's filled with handsome flowers--self-sterile so that no fruit is produced if you plant only one. (If you plant a row, expect pears--though they'll be no larger than cherries.) In the fall, the foliage is a gorgeous orange-bronze. This ornamental--it's been taken out of the fruit-tree category--is now being distributed to nurseries. Ask for the new Bradford pear.

Report on Natural Beauty. Garden clubs may want to write for the new "Report on Natural Beauty to the President." Free copies are available from SERVICE, Office of Information, U.S. Department of Agriculture, Washington, D.C., 20250. The report tells how the Federal government has worked to beautify the Nation's capital, its buildings and parks. It summarizes what's been done in rural areas--along highways, roads and waterways. But most importantly, from the point of view of the club woman, are the programs for "mobilizing public support." Community action is needed, the publication says. And it lists some of the Federal programs that are directing--and financing--beautification across the country. Garden club members will find this little booklet full of ideas for programs for their communities.

SOME STATISTICS

Cotton Still King. Cotton is still the favorite fiber in the United States. According to the U.S. Department of Agriculture, the average American used 22.6 pounds of cotton last year. That's 4 percent more than in 1963. Domestic use of wool, however, was down almost 14 percent. Biggest gain in consumption was in the man-made fibers -- rayon and acetate and especially nylon. Use of synthetics rose to 15.7 pounds per person in 1964 -- up 11 percent.

Ads Add Up. There are lots of people besides the farmer who share the money you spend on food. Processing and marketing, storage and transportation all cost money. So does advertising. And each year more and more is being spent to attract consumers to buy this product or that. Manufacturers spent almost \$1.4 billion on advertising during 1964. The retail advertising bill came to \$673.2 million. Wholesalers spent another \$108.6 million. All told, the cost of advertising food in 1964 came to \$2.2 billion--an increase of \$1.4 billion in just 10 years.

CONFERENCE

Look Out for Outlook. The U.S. Department of Agriculture's annual outlook conference is scheduled for November 15-18. At this time, top USDA economists will report the current agricultural and national economic situation and make forecasts for 1966. While farm specialists explain the trends and prospects for meat, wheat, tobacco and other commodities, home economists will hold a series of family living sessions. To be discussed: Opportunities for Adding to Income; Food, Clothing, and Textiles Outlook--Supplies and Prices; Home Furnishings and Housing; and Medical Care.

GOING PROJECTS

Spade-and-Study Program. A new work-study program, inspired by the First Lady's crusade to beautify the Nation's capital, is giving a half dozen high school students in the District of Columbia valuable on-the-job training. The students attend Phelps Vocational High School mornings, then work at the National Arboretum in the afternoons. The Arboretum, located just a short distance from Phelps, makes an ideal teaching laboratory for the horticulture students who work both inside the research greenhouses and on the grounds. The project was recently made possible by a new ruling that Federal agencies as well as State, city, county and private non-profit organizations may participate in the work-study program provided by the Vocational Education Act of 1963. Funds from the Office of Education pay the student workers.

A Return to Yesteryear. St. Joseph, La., is a town with a past. And its citizens are proud of it. They even intend to capitalize upon it. To attract more people to the area -- and, not so incidentally, more tourist business -- they are remodeling the town's Main Street to recapture its look of the 1850's when St. Joseph was a thriving Mississippi River port. Hitching rails may now be seen in front of downtown stores, and swinging doors are back in style. The local service station resembles a livery stable. Old plantation homes are being restored. There'll soon be an Indian museum and a quarter-horse race track. The St. Joseph project is just one example of the many activities rural people are undertaking through the nation-wide Rural Areas Development movement.

Home for Christmas. Mr. and Mrs. Nolan Freeman of Marshall County, Alabama, are getting a new house for Christmas. It was something the family never thought possible--because they simply couldn't get the kind of financing they could afford. The Freemans are obtaining the first insured housing loan made by the U.S. Department of Agriculture's Farmers Home Administration. In the past, FHA has made direct loans to farm families. Now it is authorized to insure loans made by local banks. The Freemans are borrowing \$7,500 with repayment over 30 years at \$40 a month. Any rural family needing funds to improve their home or build a new one -- and unable to obtain credit from other sources -- may apply at their county FHA office for similar aid. If they can't locate their local office, they should write to the Farmers Home Administration, U.S. Department of Agriculture, Washington, D.C., 20250.

HELPFUL HINTS

A Gift That's Under \$5. Looking for Christmas gift ideas, a present for a bride, a birthday? Send a copy of Consumers All, the new U.S. Department of Agriculture yearbook. It costs only \$2.75. The yearbook is as fact-filled as any almanac and every bit as useful. There's how-to-do-it information for the handyman, the gardener who grows plants both indoors and out, and the homemaker whose interests lie in everything from food to finances to home furnishings. Order from the Superintendent of Documents, Government Printing Office, Washington, D.C., 20402. Hurry, before the first printing is sold out.

B for Bargain. If you're operating on a tight budget, look for U.S. grade B eggs. They are just as good to eat as Grade A or AA eggs. They just don't look as good.



RESEARCH

Bush Babies. A tiny African lemur that looks like a fox and acts like a monkey may someday serve as your stand-in -- if you suffer from asthma or hayfever. Popularly known as bush babies, these tiny animals react like people to injections of antibodies and allergens. Scientists at the U.S. Department of Agriculture say they are ideal for diagnosing human allergies. Instead of giving you a "scratch test," the doctor can give it to the bush baby who has previously been injected with a serum from your body. He then will react the same as you would.

Wilted Lettuce. The lettuce grower who's in-the-know--and follows U.S. Department of Agriculture research findings--will soon be sending even better quality lettuce to your grocery store. There's no need to let lettuce develop russet spots and pink ribs, say USDA marketing specialists. They urge farmers to pick lettuce early in the day and cool it fast. Thirty-four (degrees Fahrenheit) is the magic number for keeping lettuce cool and crisp. That's a tip for home storage, too.

PROGRAM AIDS

Beef Exhibit. How good are you at judging meat quality? Chances are you can't tell one USDA grade from another--without a peek at the label. This exhibit shows the various beef grades and illustrates how helpful the USDA grade labels are to consumers. The exhibit, which gives people a chance to push the button to pick the grade, is ideal for food shows, grocery store displays, and consumer meetings. The exhibit stands 8 feet high, is about 7 feet wide. It weighs 427 pounds. You may borrow it from the Exhibit Service, Office of Information, U.S. Department of Agriculture, Washington, D.C., 20250. The only charge is for shipping.

Farm-City Week. The dates are November 19 through 25. The purpose--to develop an understanding and appreciation of both farm and city viewpoints and problems. If you've got a last minute program opening--you may want to get a speaker to discuss farm-city relations with your club. Choose a vocational agriculture teacher, a county agent, banker or other businessmen whose work requires a knowledge of modern agriculture. The theme of this year's observance is "Agribusiness Is Your Business." The point, of course, is that the farmer could not achieve his abundant harvest without the modern tools and services provided by the city, and the city dweller would not be free to provide services and work in industry without the efficient production of the American farmer.

EDITOR'S NOTE. Please -- offer U.S. Department of Agriculture publications as soon as possible after they are listed in SERVICE. Or, we may not have enough copies available for your readers. If you should hold an item for several months or more, check with us before you offer a publication.

SERVICE is a monthly newsletter of consumer interest. It is designed for those who report to the individual consumer rather than for mass distribution. For information about items in this issue, write: Jeanne S. Park, Editor, SERVICE, Office of Information, U.S. Department of Agriculture, Washington, D.C., 20250.